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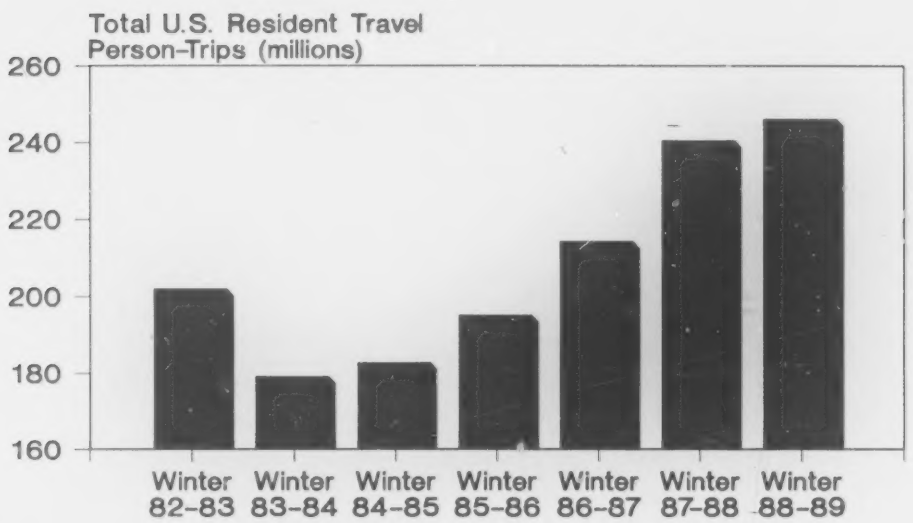
US Travel Data Center

Executive Briefing
A National Travel Survey Summary

WINTER 1988-89



WINTER 1988-89 TRAVEL SUMMARY

- A record 246 million person-trips were taken during the winter of 1988-89, a two percent increase over a year ago. One-hundred and thirty-five million trips were taken during the winter, up five percent over last winter.
- On a person-trip basis, hotel/motel usage posted the largest increase over last winter, up ten percent. Vacation travel grew six percent over the previous winter, as 163 million person-trips were recorded.
- Weekend and air travel showed a decline during the season, down ten percent and four percent respectively. Pleasure travel showed virtually no change from last winter.

(Continued)

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

WINTER 1988-89 TRAVEL SUMMARY
(Continued)

- The West census region hosted the most travelers during the winter (60 million person-trips), while the Great Lakes was the least favorite attraction (27 million person-trips). The Northeast and Midwest regions, however, posted the largest increase in person-trips over winter 1987-88 (29 percent and 18 percent respectively).

- Nearly three-fourths of the winter 1988-89 person-trips were taken for pleasure purposes. Of these, 55 percent of the travelers stayed with friends/relatives while 32 percent stayed in commercial lodgings.

- Of the 31.5 million business trips during the winter, five percent also included pleasure activities. Business travelers stayed an average of 2.9 nights on their trips. compared to 3.9 nights for all travelers.

- Nearly half of all business travelers stayed in paid accommodations (48%), while 24 percent lodged with friends and relatives. Nineteen percent of all business trips involved no overnight stay.

- Pleasure travelers, as opposed to business travelers, preferred to stay in the homes of friends/relatives (55%). Thirty-two percent chose to stay in a hotel/motel. Nine percent of all pleasure travel involved daytrips only.

- Winter 1988-89 travelers tended to be married (55%), male (57%), and between the ages of 18-34 (44%). Thirty-four percent of these travelers had completed college or more and many earned an income of $40,000 or more (39%).

- Average round-trip distances and average durations during winter 1988-89 were very similar to those of a year ago. People traveling during the season went an average of 900 round-trip miles and spent, on average, 4.1 nights.

- Economic conditions during winter 1988-89 were stronger than a year ago. Payroll employment and disposable income rose 4 percent and 9 percent respectively. Personal outlays showed a somewhat smaller increase over last year (7%) than during winter 1987-88 (8%).

- Travel prices increased 4 percent during the winter, a smaller increase than a year ago (nearly 5%). Consumer prices increased nearly 5 percent over winter 1987-88, a bit more than the previous year (4%).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: WINTER 1987-88 AND 1988-89

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	WINTER 1987-88	WINTER 1988-89	% CHG	WINTER 1987-88	WINTER 1988-89	% CHG	WINTER 1987-88	WINTER 1988-89
TYPE OF TRAVEL								
TOTAL	128.2	135.0	5.3%	240.6	246.2	2.3%	1.88	1.82
VACATION	71.0	82.1	15.6	154.2	163.3	5.9	2.17	1.99
PLEASURE	86.6	91.7	5.9	179.9	180.0	0.1	2.08	1.96
BUSINESS/CONVENTION	30.7	31.5	2.6	37.9	41.7	10.0	1.23	1.32
WEEKEND	57.1	55.9	-2.1	120.3	108.9	-9.5	2.11	1.95
AUTO/TRUCK/RV	90.1	96.5	7.1	184.5	189.5	2.7	2.05	1.96
AIR	35.1	34.3	-2.3	52.5	50.3	-4.2	1.50	1.47
HOTEL/MOTEL	50.7	50.8	0.2	85.3	94.2	10.4	1.68	1.85
AGE*								
18-34	54.1	58.8	8.7%	82.7	84.1	1.7%	1.53	1.43
35-54	46.1	47.9	3.9	75.7	78.5	3.7	1.64	1.64
55+	28.0	28.3	1.1	47.7	45.2	-5.2	1.70	1.60
FAMILY INCOME*								
UNDER $20,000	33.3	33.7	1.2%	56.6	61.6	8.8%	1.70	1.83
$20,000-$40,000	44.6	47.6	6.7	85.3	85.0	-0.4	1.91	1.79
OVER $40,000	50.3	53.7	6.8	98.7	99.6	0.9	1.96	1.85
CENSUS REGION OF DESTINATION								
NORTHEAST	17.3	20.3	17.3%	34.4	44.3	28.8%	1.99	2.18
SOUTHEAST	32.4	30.5	-5.9	62.5	54.2	-13.3	1.93	1.78
GREAT LAKES	19.8	14.0	-29.3	31.5	26.6	-15.6	1.59	1.90
MIDWEST	23.4	28.3	20.9	41.2	48.8	18.4	1.76	1.72
WEST	33.1	34.4	3.9	56.1	60.1	7.1	1.69	1.75

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

WINTER 1988-89 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5	246.2	180.0	41.7
WEEKEND TRIP	41%	47%	22%	44%	49%	25%
VACATION TRIP	61	82	9	66	83	11
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	68%	100%	5%	73%	100%	6%
VISIT FRIENDS OR RELATIVES	41	61	3	43	60	4
OUTDOOR RECREATION	9	13	1	11	15	1
ENTERTAINMENT	19	28	3	20	27	3
BUSINESS (ANY)	23	2	100	17	2	100
CONVENTION, ETC.	5	1	20	4	1	21
OTHER BUSINESS	19	*	80	13	*	79
OTHER	10	*	*	11	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	71%	76%	53%	77%	80%	57%
RENTAL CAR	1	*	2	1	*	2
AIRPLANE	25	20	44	20	17	41
BUS	1	2	1	1	1	1
TRAIN	1	1	2	1	1	1
OTHER	1	1	1	1	1	*
HOUSEHOLD MEMBERS ON TRIP						
ONE	53%	46%	75%	29%	24%	57%
TWO	28	30	19	31	31	28
THREE	10	12	5	16	18	12
FOUR	4	5	1	9	11	2
FIVE	4	5	*	10	12	*
SIX OR MORE	1	1	*	4	5	1
TRIP DURATION						
NO NIGHTS	12%	9%	19%	11%	9%	17%
1 NIGHT	17	16	15	16	15	16
2 OR 3 NIGHTS	38	36	43	39	37	42
4 TO 9 NIGHTS	24	27	19	25	27	20
10 NIGHTS OR MORE	8	11	4	9	11	5
AVERAGE DURATION (INCL. 0)	3.9	4.5	2.9	4.1	4.5	3.1

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

WINTER 1988-89 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5	246.2	180.0	41.7
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	83%	80%	94%	66%	62%	87%
ONE ADULT	53	46	75	29	24	57
TWO ADULTS	26	29	17	29	30	25
THREE OR MORE ADULTS	5	5	2	8	8	5
PARTIES WITH CHILDREN	17%	20%	6%	34	38	13
ONE ADULT	5	5	2	7	8	3
TWO ADULTS	8	9	4	15	17	9
THREE OR MORE ADULTS	4	6	*	12	14	1
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	47%	56%	24%	47%	55%	28%
HOTEL OR MOTEL	34	30	48	36	32	48
RENTED CABIN OR CONDOMINIUM	1	1	*	2	2	*
OWNED CABIN OR CONDOMINIUM	3	3	3	4	4	2
CAMPER, TRAILER, OR RV	2	2	2	3	2	2
OTHER	4	2	6	4	2	5
NO OVERNIGHT STAY	12	9	19	11	9	17
CENSUS REGION OF ORIGIN						
NORTHEAST	17%	19%	14%	19%	20%	13%
SOUTHEAST	22	24	22	22	24	24
GREAT LAKES	16	16	14	15	14	13
MIDWEST	20	18	23	20	18	25
WEST	25	24	28	23	24	25
CENSUS REGION OF DESTINATION						
NORTHEAST	15%	16%	10%	18%	19%	11%
SOUTHEAST	23	25	18	22	24	19
GREAT LAKES	10	10	10	11	11	10
MIDWEST	21	17	30	20	16	29
WEST	26	26	25	24	26	23

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

WINTER 1988-89 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5
MARITAL STATUS			
MARRIED	55%	52%	66%
NOT MARRIED	45	48	34
SEX			
MALE	57%	53%	76%
FEMALE	43	47	24
AGE*			
18 - 24	16%	18%	8%
25 - 34	28	27	32
35 - 44	20	18	24
45 - 54	16	15	21
55 AND OVER	21	22	16
AVERAGE	40	40	40
EDUCATION			
HIGH SCHOOL OR LESS	47%	46%	42%
COLLEGE INCOMPLETE	19	21	14
COLLEGE COMPLETE	22	21	30
GRADUATE WORK	12	11	14
OCCUPATION			
PROFESSIONAL/MANAGERIAL	17%	15%	25%
OTHER WHITE COLLAR	35	33	46
BLUE COLLAR	17	17	17
RETIRED	12	14	3
OTHER	18	20	9
FAMILY INCOME*			
LESS THAN $20,000	25%	28%	10%
$20,000 - $29,999	17	18	12
$30,000 - $39,999	18	19	17
$40,000 - $49,999	12	12	15
$50,000 OR MORE	27	22	46

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	920	970	950	960	900
VACATION	960	980	970	950	950
PLEASURE	910	970	970	940	880
BUSINESS/CONVENTION	1,070	1,180	1,040	1,040	1,120
WEEKEND	660	810	750	810	660
AUTO/TRUCK/RV	570	730	730	730	610
AIR	2,280	2,050	2,050	1,990	2,150
HOTEL/MOTEL	1,230	1,070	1,060	1,130	1,020
AVERAGE DURATION INCLUDING NO NIGHTS					
TOTAL	4.1	3.8	5.0	3.9	4.1
VACATION	4.6	4.4	5.6	4.4	4.8
PLEASURE	4.3	4.0	5.3	4.2	4.5
BUSINESS/CONVENTION	3.6	3.3	4.1	2.8	3.1
WEEKEND	2.5	2.6	2.8	2.6	2.6
AUTO/TRUCK/RV	3.4	3.5	4.5	3.6	3.6
AIR	6.4	5.3	7.2	4.6	5.8
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.6	4.3	5.3	4.3	4.2
NIGHTS SPENT IN HOTEL ONLY	3.4	3.3	3.6	3.8	3.5
PERSON-NIGHTS (MILLIONS)					
TOTAL	997	985	2,085	1,182	970
VACATION	702	702	1,742	862	766
PLEASURE	775	743	1,708	951	788
BUSINESS/CONVENTION	137	177	210	178	122
WEEKEND	305	341	509	360	287
AUTO/TRUCK/RV	630	682	1,487	833	655
AIR	337	272	532	284	281
HOTEL	230	312	482	323	203

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	PERCENT CHANGE FROM PREVIOUS WINTER
TYPE OF TRIP						
TOTAL	128.2	146.4	208.7	168.8	**135.0**	5.3%
VACATION	71.0	80.0	140.7	102.0	**82.1**	15.6
PLEASURE	86.6	97.9	154.3	115.5	**91.7**	5.9
BUSINESS/CONVENTION	30.7	39.4	39.8	42.5	**31.5**	2.6
WEEKEND	57.1	65.1	83.0	71.4	**55.9**	-2.1
AUTO/TRUCK/RV	90.1	104.2	156.5	120.7	**96.5**	7.1
AIR	35.1	35.1	43.4	39.1	**34.3**	-2.3
HOTEL/MOTEL	50.7	69.6	95.4	75.6	**50.8**	0.2
AGE*						
18-34	54.1	67.0	82.1	59.2	**58.8**	8.7%
35-54	46.1	51.1	83.3	68.1	**47.9**	3.9
55+	28.0	28.3	43.3	41.5	**28.3**	1.1
FAMILY INCOME*						
UNDER $20,000	33.3	34.4	44.2	33.7	**33.7**	1.2%
$20,000-$40,000	44.6	59.7	90.7	71.0	**47.6**	6.7
OVER $40,000	50.3	52.3	73.8	64.1	**53.7**	6.8
CENSUS REGION OF DESTINATION						
NORTHEAST	17.3	20.6	31.5	24.1	**20.3**	17.3%
SOUTHEAST	32.4	36.7	48.3	42.7	**30.5**	-5.9
GREAT LAKES	19.8	19.7	27.3	22.9	**14.0**	-29.3
MIDWEST	23.4	28.3	40.0	29.3	**28.3**	20.9
WEST	33.1	32.7	49.0	37.3	**34.4**	3.9

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	PERCENT CHANGE FROM PREVIOUS WINTER
TYPE OF TRIP						
TOTAL	240.6	258.5	428.0	308.2	246.2	2.3%
VACATION	154.2	157.7	321.0	201.7	163.3	5.9
PLEASURE	179.9	186.2	338.6	228.2	180.0	0.1
BUSINESS/CONVENTION	37.9	53.4	54.5	62.5	41.7	10.0
WEEKEND	120.3	130.4	184.1	139.8	108.9	-9.5
AUTO/TRUCK/RV	184.5	197.0	340.2	234.2	189.5	2.7
AIR	52.5	51.7	76.0	60.0	50.3	-4.2
HOTEL/MOTEL	85.3	118.3	188.0	137.6	94.2	10.4
AGE*						
UNDER 18	34.5	38.7	74.5	39.2	38.4	11.3%
18-34	82.7	94.6	136.7	91.1	84.1	1.7
35-54	75.7	77.6	149.5	111.6	78.5	3.7
55+	47.7	47.6	67.3	66.3	45.2	-5.2
FAMILY INCOME*						
UNDER $20,000	56.6	61.8	82.4	54.3	61.6	8.8%
$20,000-$40,000	85.3	107.2	199.4	144.8	85.0	-0.4
OVER $40,000	98.7	89.5	146.2	109.1	99.6	0.9
CENSUS REGION OF DESTINATION						
NORTHEAST	34.4	32.8	58.7	41.6	44.3	28.8%
SOUTHEAST	62.5	67.1	101.6	76.8	54.2	-13.3
GREAT LAKES	31.5	35.9	55.8	39.8	26.6	-15.6
MIDWEST	41.2	50.8	81.4	59.2	48.8	18.4
WEST	56.1	59.4	102.5	64.2	60.1	7.1

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1982-89 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, WINTER 1982-83 THROUGH 1988-89

	WINTER 1982-83	WINTER 1983-84	WINTER 1984-85	WINTER 1985-86	WINTER 1986-87	WINTER 1987-88	WINTER 1988-89	PERCENT CHANGE FROM WINTER 82-83
TRIPS (MILLIONS)								
TOTAL	100.4	98.6	103.0	108.5	115.7	128.2	**135.0**	34.5%
VACATION	55.2	54.9	59.1	60.6	62.1	71.0	**82.1**	48.7
PLEASURE	70.5	64.3	66.0	75.4	81.0	86.6	**91.7**	30.1
BUSINESS/CONVENTION	18.9	26.3	27.7	28.7	30.1	30.7	**31.5**	66.7
WEEKEND	43.4	34.9	37.8	44.1	48.2	57.1	**55.9**	28.8
AUTO/TRUCK/RV	72.4	66.1	63.5	70.4	75.8	90.1	**96.5**	33.3
AIR	23.0	28.4	30.4	30.4	31.0	35.1	**34.3**	49.1
HOTEL/MOTEL	34.1	43.5	46.4	39.8	50.7	50.7	**50.8**	49.0
PERSON-TRIPS (MILLIONS)								
TOTAL	202.0	179.3	182.9	195.3	214.3	240.6	**246.2**	21.9%
VACATION	120.5	112.4	120.6	123.4	132.7	154.2	**163.3**	35.5
PLEASURE	151.7	130.1	130.4	148.6	165.5	179.9	**180.0**	18.7
BUSINESS/CONVENTION	26.1	32.5	34.9	37.3	37.6	37.9	**41.7**	59.8
WEEKEND	94.4	71.3	77.4	81.5	99.6	120.3	**108.9**	15.4
AUTO/TRUCK/RV	161.3	134.1	127.2	136.8	152.0	184.5	**189.5**	17.5
AIR	33.1	39.3	42.4	47.7	50.4	52.5	**50.3**	52.0
HOTEL/MOTEL	57.6	67.0	75.2	65.8	88.7	85.3	**94.2**	63.5
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	2.01	1.82	1.78	1.80	1.85	1.88	**1.82**	NA
VACATION	2.18	2.05	2.04	2.04	2.14	2.17	**1.99**	NA
PLEASURE	2.15	2.02	1.98	1.97	2.04	2.08	**1.96**	NA
BUSINESS/CONVENTION	1.38	1.24	1.26	1.30	1.25	1.23	**1.32**	NA
WEEKEND	2.18	2.04	2.05	1.85	2.07	2.11	**1.95**	NA
AUTO/TRUCK/RV	2.23	2.03	2.00	1.94	2.01	2.05	**1.96**	NA
AIR	1.44	1.38	1.39	1.57	1.63	1.50	**1.47**	NA
HOTEL/MOTEL	1.69	1.54	1.62	1.65	1.75	1.68	**1.85**	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

MEASURE	WINTER 1987-88	WINTER 1988-89
REAL GNP*	8.0%	7.9%
PAYROLL EMPLOYMENT	3.2	4.2
DISPOSABLE INCOME*	7.4	9.3
PERSONAL OUTLAYS*	7.9	7.4
CONSUMER PRICE INDEX	4.1	4.7

*Available for January through March only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

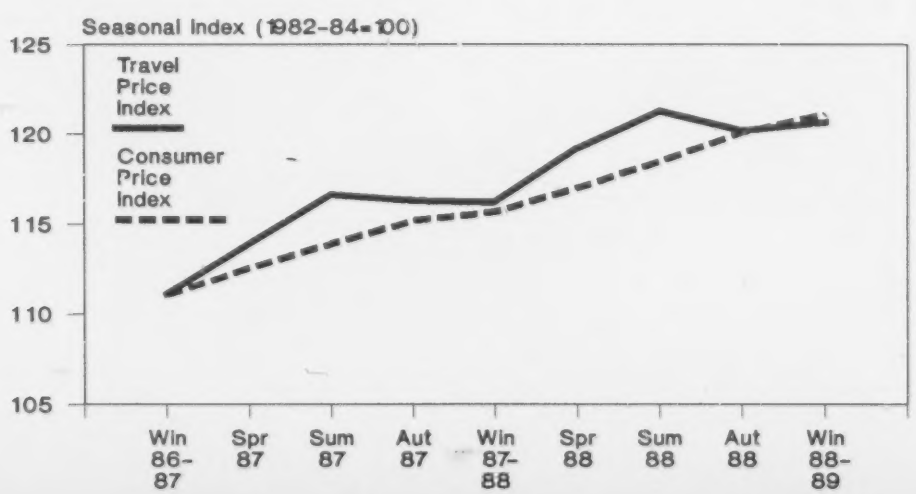
TPI COMPONENT	WINTER 1987-88	WINTER 1988-89
ALL TRANSPORTATION	6.0%	2.3%
MOTOR FUEL	10.2	0.1
AIRLINE FARES	0.4	5.0
OTHER INTERCITY TRANSPORTATION	2.1	7.1
INTRACITY PUBLIC TRANSPORTATION	2.3	2.8
ENTERTAINMENT	7.0	5.1
LODGING	5.4	3.6
FOOD AND BEVERAGES AWAY FROM HOME	3.7	4.6
TRAVEL PRICE INDEX	4.6	3.9

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

WINTER 1988-89: 4,553 interviews completed; 1,338 winter 1988-89 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during December 1988 through February 1989. It is supplemented by the Winter **1988-89 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.